



Retail MarketPlace Profile

Fort Payne, AL Micropolitan Statistical Area
 Fort Payne, AL Micropolitan Statistical Area (22840)
 Geography: CBSA

Prepared by Esri

Summary Demographics

2021 Population	73,481
2021 Households	27,640
2021 Median Disposable Income	\$36,936
2021 Per Capita Income	\$20,802

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$725,914,641	\$665,575,091	\$60,339,550	4.3	478
Total Retail Trade	44-45	\$663,590,813	\$609,122,607	\$54,468,206	4.3	380
Total Food & Drink	722	\$62,323,828	\$56,452,484	\$5,871,344	4.9	98
2017 Industry Group						
Motor Vehicle & Parts Dealers	441	\$154,967,473	\$218,890,578	-\$63,923,105	-17.1	65
Automobile Dealers	4411	\$121,517,677	\$71,535,574	\$49,982,103	25.9	32
Other Motor Vehicle Dealers	4412	\$19,588,510	\$4,729,885	\$14,858,625	61.1	6
Auto Parts, Accessories & Tire Stores	4413	\$13,861,286	\$142,625,119	-\$128,763,833	-82.3	27
Furniture & Home Furnishings Stores	442	\$21,108,082	\$25,203,943	-\$4,095,861	-8.8	15
Furniture Stores	4421	\$12,238,380	\$21,383,420	-\$9,145,040	-27.2	9
Home Furnishings Stores	4422	\$8,869,702	\$3,820,523	\$5,049,179	39.8	6
Electronics & Appliance Stores	443	\$17,616,570	\$14,559,622	\$3,056,948	9.5	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$46,170,169	\$44,242,476	\$1,927,693	2.1	40
Bldg Material & Supplies Dealers	4441	\$43,037,664	\$40,834,181	\$2,203,483	2.6	35
Lawn & Garden Equip & Supply Stores	4442	\$3,132,505	\$3,408,295	-\$275,790	-4.2	5
Food & Beverage Stores	445	\$101,196,241	\$62,671,219	\$38,525,022	23.5	51
Grocery Stores	4451	\$93,524,934	\$60,187,323	\$33,337,611	21.7	43
Specialty Food Stores	4452	\$3,659,120	\$850,977	\$2,808,143	62.3	5
Beer, Wine & Liquor Stores	4453	\$4,012,187	\$1,632,919	\$2,379,268	42.1	3
Health & Personal Care Stores	446,4461	\$41,784,000	\$43,760,912	-\$1,976,912	-2.3	26
Gasoline Stations	447,4471	\$84,929,871	\$81,768,147	\$3,161,724	1.9	41
Clothing & Clothing Accessories Stores	448	\$20,501,171	\$10,064,942	\$10,436,229	34.1	23
Clothing Stores	4481	\$13,631,366	\$7,725,736	\$5,905,630	27.7	18
Shoe Stores	4482	\$3,097,955	\$982,511	\$2,115,444	51.8	2
Jewelry, Luggage & Leather Goods Stores	4483	\$3,771,850	\$1,356,695	\$2,415,155	47.1	3
Sporting Goods, Hobby, Book & Music Stores	451	\$19,904,456	\$15,520,684	\$4,383,772	12.4	23
Sporting Goods/Hobby/Musical Instr Stores	4511	\$17,366,797	\$15,424,991	\$1,941,806	5.9	22
Book, Periodical & Music Stores	4512	\$2,537,659	\$95,693	\$2,441,966	92.7	1
General Merchandise Stores	452	\$121,218,414	\$80,834,815	\$40,383,599	20.0	33
Department Stores Excluding Leased Depts.	4521	\$83,271,231	\$53,914,097	\$29,357,134	21.4	7
Other General Merchandise Stores	4529	\$37,947,183	\$26,920,718	\$11,026,465	17.0	26
Miscellaneous Store Retailers	453	\$29,056,949	\$10,652,657	\$18,404,292	46.3	56
Florists	4531	\$1,110,798	\$1,003,915	\$106,883	5.1	9
Office Supplies, Stationery & Gift Stores	4532	\$4,759,811	\$1,531,982	\$3,227,829	51.3	10
Used Merchandise Stores	4533	\$4,201,679	\$2,739,332	\$1,462,347	21.1	18
Other Miscellaneous Store Retailers	4539	\$18,984,661	\$5,377,428	\$13,607,233	55.9	19
Nonstore Retailers	454	\$5,137,417	\$952,612	\$4,184,805	68.7	1
Electronic Shopping & Mail-Order Houses	4541	\$1,466,552	\$0	\$1,466,552	100.0	0
Vending Machine Operators	4542	\$802,768	\$952,612	-\$149,844	-8.5	1
Direct Selling Establishments	4543	\$2,868,097	\$0	\$2,868,097	100.0	0
Food Services & Drinking Places	722	\$62,323,828	\$56,452,484	\$5,871,344	4.9	98
Special Food Services	7223	\$362,228	\$0	\$362,228	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,227,461	\$0	\$1,227,461	100.0	0
Restaurants/Other Eating Places	7225	\$60,734,139	\$56,452,484	\$4,281,655	3.7	98

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.